TOKTED' 2STS0860

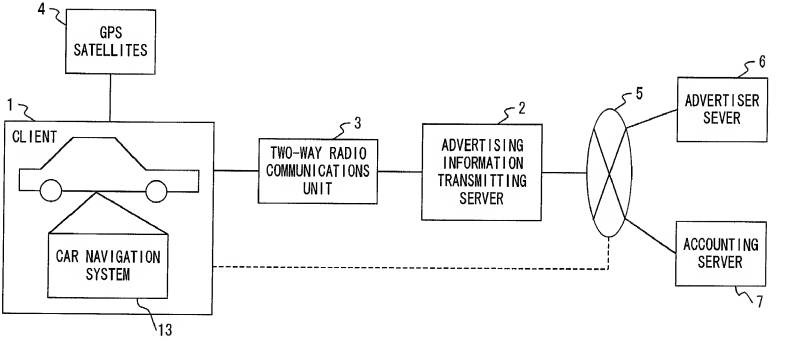

FIG. 1

JP 2015-075860 A

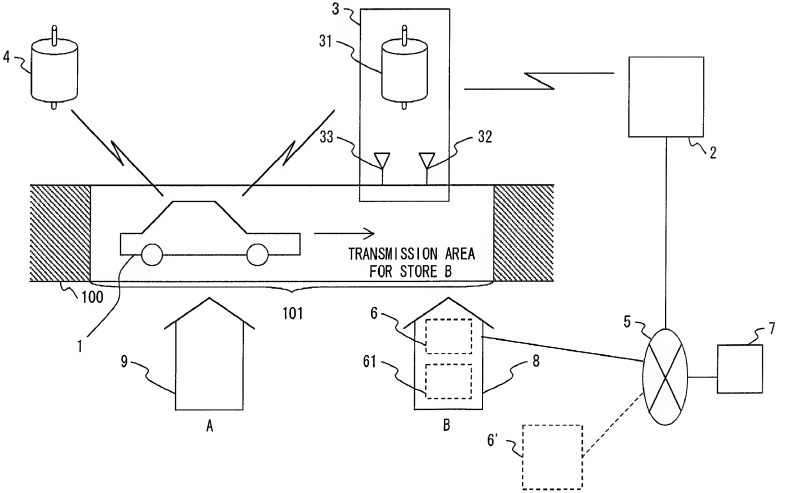

FIG. 2

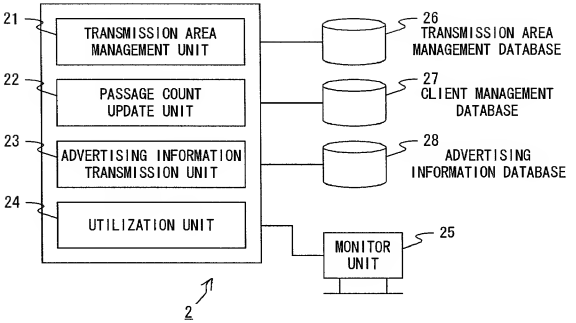
21
TRANSMISSION AREA MANAGEMENT UNIT
22
PASSAGE COUNT UPDATE UNIT
23
ADVERTISING INFORMATION TRANSMISSION UNIT
24
UTILIZATION UNIT
2
26
TRANSMISSION AREA MANAGEMENT DATABASE
27
CLIENT MANAGEMENT DATABASE
28
ADVERTISING INFORMATION DATABASE
MONITOR UNIT
25

FIG. 3A

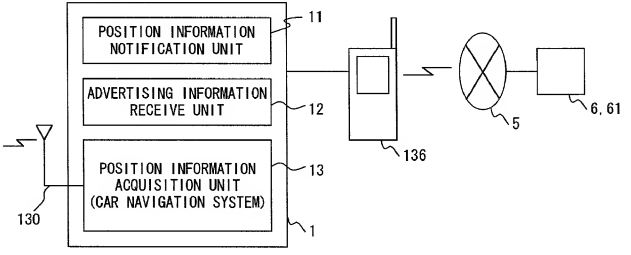
POSITION INFORMATION NOTIFICATION UNIT
11
ADVERTISING INFORMATION RECEIVE UNIT
12
POSITION INFORMATION ACQUISITION UNIT (CAR NAVIGATION SYSTEM)
13
1
130
136
5
6, 61

FIG. 3B

TOKTEO' 4515080

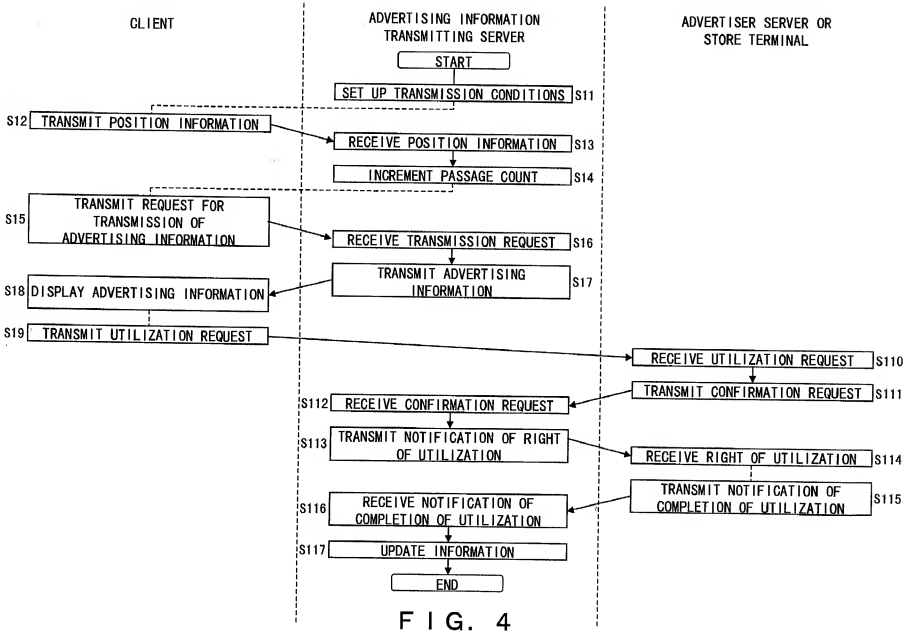

FIG. 4

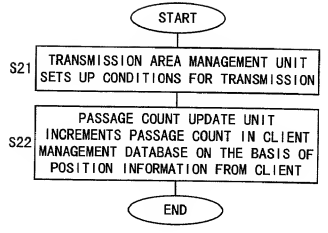

FIG. 5A

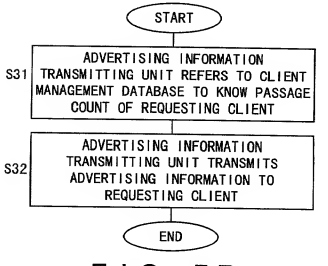

FIG. 5B

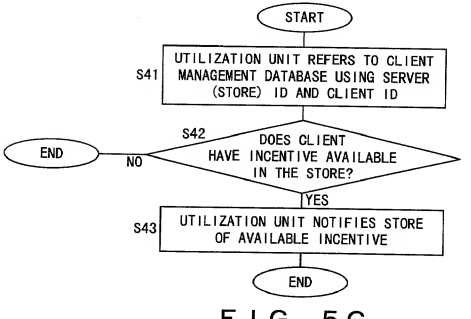

FIG. 5C

ROAD	INTERVAL	STORE INFORMATION	INCREMENT	UTILIZATION INFORMATION
ROUTE 1	AA-BB	XX RESTAURANT	1	DISCOUNT OF 500 YEN FOR COUNT OF 20
ROUTE 1	CC-DD	ZZ BOOK STORE	1	DISCOUNT OF 100 YEN FOR COUNT OF 30
...				

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FIG. 6A

26

ROAD	INTERVAL	TIME PERIOD	STORE INFORMATION	INCREMENT	UTILIZATION INFORMATION
ROUTE 1	AA-BB	0~12 O'CLOCK	XX RESTAURANT	1	DISCOUNT OF 500 YEN FOR COUNT OF 20
		12~24 O'CLOCK	AA BOOK STORE	1	DISCOUNT OF 100 YEN FOR COUNT OF 40
	CC-DD				

FIG. 6B

27

USER ID	STORE INFORMATION	COUNT
A001	XX RESTAURANT	25
...		
A002	ZZ BOOK STORE	18
...		

FIG. 6C

27

USER ID	STORE INFORMATION	COUNT	FLAG
A001	XX RESTAURANT	25	0
...			
A002	ZZ BOOK STORE	18	1
...			

FIG. 6D

USER ID	STORE INFORMATION	COUNT		PASSAGE HISTORY
A001	XX RESTAURANT	25	...	t1, t2 ...
...			...	
A002	ZZ BOOK STORE	18	...	t3, t4 ...
...			...	

27

FIG. 6E

Patent Application

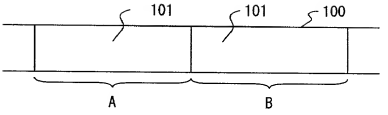

FIG. 7A

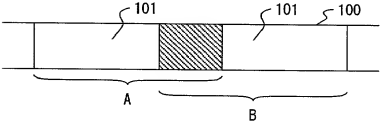

FIG. 7B

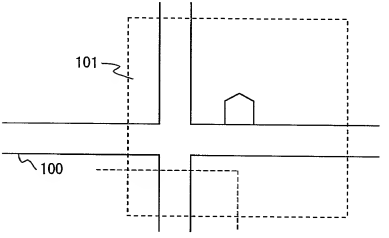

FIG. 7C

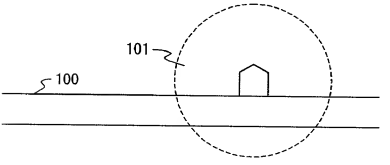

FIG. 7D

TOKTED' 2STS0860

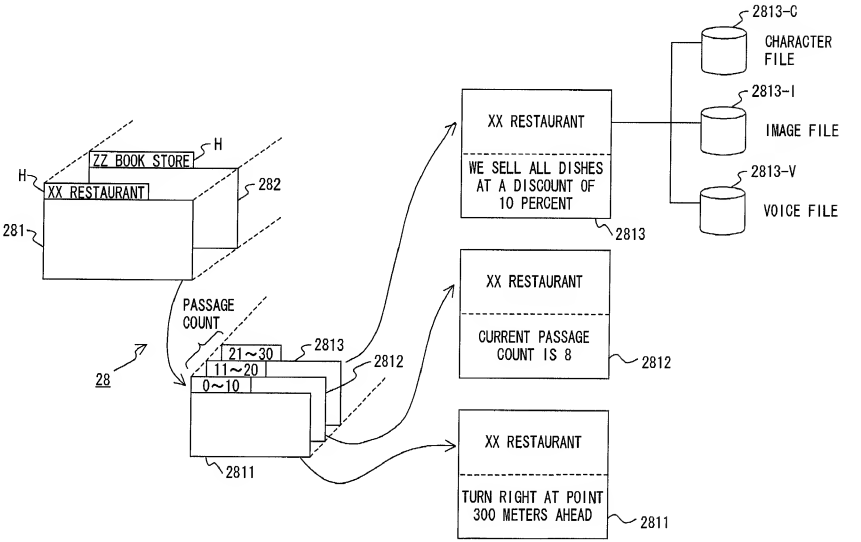

FIG. 8

Printed Japanese

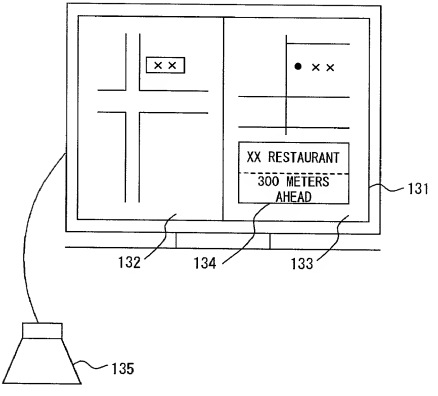

FIG. 9A

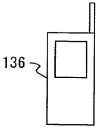

FIG. 9B

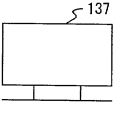

FIG. 9C

TOKYO 2015080860

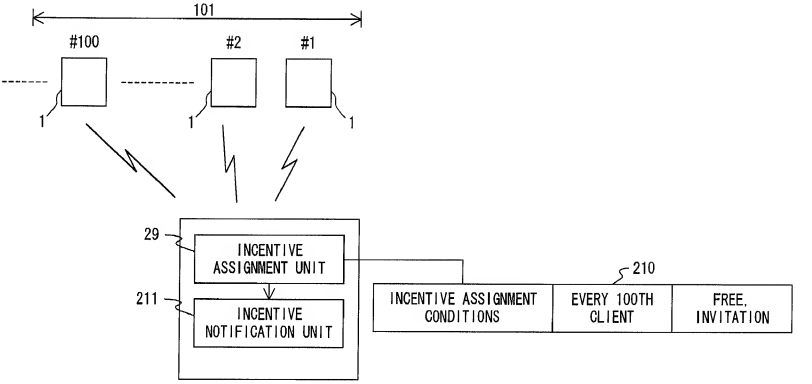

FIG. 10

PRINTED: 2015/08/20

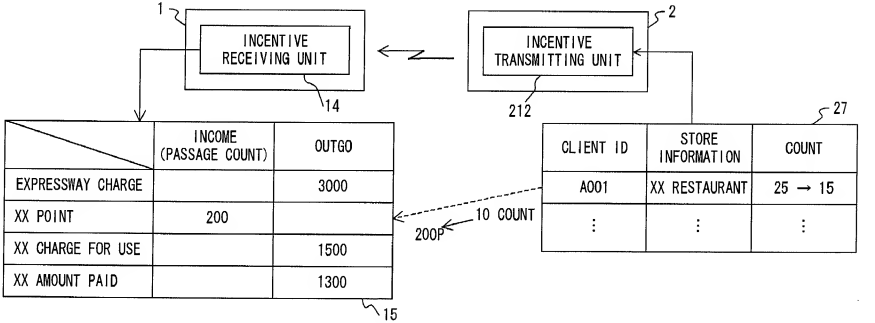

FIG. 11

TOKTED: 2015080

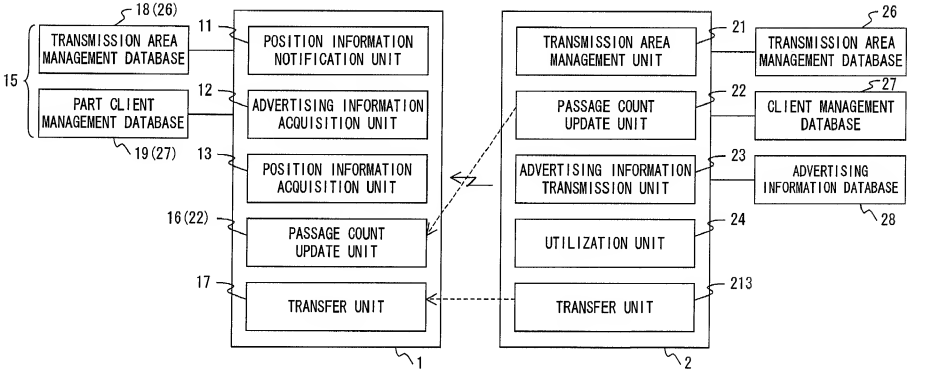

FIG. 12